

## PROGRAMME

### DAY 1: 18 NOVEMBER 2010

<b>WELCOME &amp; OPENING</b>	<b>CHAIR: MICHAEL FLEISCHHACKER</b> Editor-in-chief Die Presse
<b>09:00</b>	<b>WELCOME BY THE HOST</b> <b>DR. VEIT SORGER</b> President, Federation of Austrian Industries (IV)  <b>PROF. ERIC CORNUEL</b> Director General, EFMD  <b>DR. RICHARD STRAUB</b> President, Peter Drucker Society Europe  <b>OPENING KEYNOTE</b> <b>MATTHIAS HORX</b> Futurist, Book author <i>"The Age of Creativity"</i>
<b>10:00</b>	
10:00 - 10:30	Coffee Break
<b>10:30</b>	<b>TOWARDS A NEW SOCIETY</b>  <b>ANDREW KEEN</b> Bestselling Author <i>The Cult of the Amateur</i> <i>"How much of a knowledge Society?"</i>  <b>PROF. BERND MARIN</b> Executive Director, European Centre for Social Welfare Policy and Research  <b>PROF. BERNHARD FELDERER</b> Executive Director, Institute of Advanced Studies <i>"Creativity squashed? A society bogged down by structural debt burden"</i>  <b>PROF. IRA JACKSON</b> Dean, The Peter F. Drucker and Masatoshi Ito Graduate School of Management, Distinguished Scholar at the Legatum Centre at MIT for Development and Entrepreneurship <i>"From an Employee Society to an Entrepreneurial Society – was Drucker right?"</i>
<b>12:15</b>	
12:15 - 13:30	Lunch
<b>PANEL</b>	<b>LIBERATING CREATIVE ENERGIES</b>
<b>13:30</b>	<b>CHAIR: DR. ANGELICA KUEPPER</b> Owner of IFITECH; Book author; Member of the Peter Drucker Society Advisory Board  <b>PROF. LYNDA GRATTON</b> Professor of Management Practice, London Business School; Director, Centre for Women in Business; "Hot Spots" Movement <i>"Hot Spots for a high performance society"</i>  <b>PROF. LIISA VÄLIKANGAS</b> Professor of Organization and Management, Aalto University School of Economics; Innovation Democracy NGO <i>"Thriving in resilient Organizations"</i>  <b>DR. KAY SEGLER</b>

<b>15:00</b>	<p>Managing Director, BMW M</p> <p><b>ERWIN STAUDT</b> President, VfB Stuttgart, former General Manager IBM Germany</p>
15:00 - 15:30 Coffee Break with Book signing Session (Urban Saal)	
<b>PANEL</b>	<b>REINVENTING MANAGEMENT OR BACK TO THE ROOTS?</b>
<b>15:30</b>	<p><b>CHAIR: RICK WARTZMAN</b> Executive Director, Drucker institute, Claremont, CA</p> <p><b>PROF. JULIAN BIRKINSHAW</b> London Business School, Author of <i>Reinventing Management</i> and co-author of <i>Giant Steps in Management</i> <i>"Reinventing Management"</i></p> <p><b>PROF. BERND VENOHR</b> Consultant and Research Professor, EMF-Institute of the Berlin School of Economics <i>"The power of uncommon common sense management principles – The secret recipe of German Mittelstand- Lessons for large and small companies"</i></p>
<b>17:00</b>	<p><b>STEFAN STERN</b> Management writer; Director of Strategy, Edelman</p> <p><b>DR. DIRK NOTHEIS</b> CEO Morgan Stanley Germany &amp; Austria <i>"Lessons from the banking crisis"</i></p>
17:00-17:30 Book signing Session with the authors	
<b>20:00</b>	<p>GALA DINNER at Palais Liechtenstein.</p> <p>Presentation of the "Peter Drucker Challenge" essay contest winners</p>

## DAY 2: 19 NOVEMBER 2010

<b>SESSION</b>	<b>IN MEMORIAM C.K. PRAHALAD</b>
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<b>8:30</b>	<b>PROF. YVES DOZ</b> INSEAD Timken chaired professor of Global Technology and Innovation; Professor of Strategic Management <i>"A personal tribute to C.K. Prahalad"</i>
<b>9:00</b>	<b>THE WORLD TURNED UPSIDE DOWN – INNOVATION IN EMERGING MARKETS</b> <b>CHAIR: ANNETTE NIJS</b> Executive Director Global Business Initiative CEIBS; former Cabinet Minister in the Netherlands
Keynote	<b>ADRIAN WOOLDRIDGE</b> Management Editor, <i>The Economist</i> ; Author of the 2010 Special Report "Innovation in Emerging Markets" <i>"Learning from emerging markets"</i>
Panel	<b>SIMON LIANG</b> Chairman of the Board, Evergreen Industries <b>TORSTEN OLTMANN</b> Principal and Global Marketing Director, Roland Berger
<b>10:30</b>	<b>JUDITH PASSINGHAM</b> CEO, Northern & Eastern Europe, TNS
10:30 - 11:00	Coffee Break
<b>PANEL 1</b>	<b>TECHNOLOGY AS AN ENABLER FOR INNOVATION</b> <b>CHAIR: TBC</b>
<b>11:00</b>	<b>PIERRE HESSLER</b> Supervisory Board member, Cap Gemini; Technology Evangelist and Thought Leader <b>MÅRTEN MICKOS</b> CEO, Eucalyptus Systems; Co-founder of MySQL AB
<b>12:30</b>	<b>PROF. MARTIN CURLEY</b> Director Intel Labs Europe, Global Director IT Innovation, Intel <i>"From CIO to Chief Innovation Officer"</i>
12:30 - 14:00	Lunch Book Signing Session 13:30 – 14:00
<b>PANEL 2</b>	<b>EDUCATING MANAGERS FOR THE 21<sup>st</sup> CENTURY</b> <b>CHAIR: PROF. DR. CLAUDIA WOEHLE</b>
<b>11:00</b>	<b>PROF. GILBERT LENSSEN</b> President, EABIS <b>DR. BERNARD LUSKIN</b> CEO and Senior Provost, Touro University Worldwide <b>SEAN RUSH</b> President, Junior Achievement Worldwide
<b>12:30</b>	<b>PROF. PETER LORANGE</b> Owner and President, Lorange Institute, Zurich
12:30 - 14:00	Lunch Book Signing Session 13:30 – 14:00
<b>PLENARY 1</b>	<b>STRATEGIC AGILITY FOR A NEW SOCIETY</b> <b>CHAIR: PROF. ZIGA TURK</b>

<b>14:00</b>	Secretary General, EU Reflection Group <b>DR. MIKKO KOSONEN</b> President, Sitra, the Finnish Innovation Agency; co-author with Yves Doz of bestselling book <i>Fast Strategy</i>
<b>15:00</b>	<b>ROLF ALTER</b> Director Public Governance and Territorial Development Directorate
15:00-15:30	Coffee Break
<b>PLENARY 2</b>	<b>DEATH OF HIERACHY AN INTERVIEW CONDUCTED BY AVIVAH WITTENBERG-COX</b> Managing Partner, 20-first; Honorary President of the European Professional Women's network
<b>15:30</b>	<b>SALLY HELGESEN</b> Bestselling author <i>The Web of Inclusion</i> <i>"Leading from the Center of the Web"</i>
<b>16:30</b>	<b>JOSEPHINE GREEN</b> Futurist, philosopher, ex Philips Design <i>"Pyramids and Pancakes"</i>
16:30-17:00	Coffee Break and final book signing (Urban-Saal)
<b>CLOSING SESSION</b>	<b>CONCLUSIONS, CALL TO ACTION AND OUTLOOK 2011</b> CHAIR: TBC
<b>17:00</b>	<b>Conclusions</b> THOMAS SATTELBERGER PROF. WILFRIED STADLER
	<b>Call to Action</b> MATTHIAS HORX
<b>17:30</b>	<b>Outlook 2011</b> DR. RICHARD STRAUB